

What is claimed is:

1        1. A computerized method for managing the level of a company's share price, the company  
2        having a budget with budget items, and a plan for its operations, the method comprising the  
3        steps of:

4                (a) receiving data representing a plurality of factors that affect the level of the  
5                company's share price;

6                (b) analyzing the data to estimate the absolute or relative influence of at least two  
7                of the factors on the level of the company's share price;

8                (c) generating an estimate of how changes in at least two of the factors would  
9                affect the company's share price; and

10               (d) making changes in one or more of the company's budget items and/or plans in  
11               accordance with the estimate of step (c) to manage the level of the company's  
12               share price.

1        2. The method of claim 1 wherein the estimate of the step (c) is in the form of a trade-off  
2        table or matrix.

1        3. The method of claim 1 wherein the factors include company-specific share price drivers.

1        4. The method of claim 3 wherein the company specific share price drivers include one or  
2        more of the company's:

3                (a) current share price;  
4                (b) past share price;  
5                (c) return on net assets or similar return on investment ratio;  
6                (d) earnings per share;

7 (e) cash flow;  
8 (f) revenue growth rate;  
9 (g) earnings growth rate;  
10 (h) budget;  
11 (i) operations plans;  
12 (j) market share;  
13 (k) mix of business; and  
14 (l) capital structure.

1 5. The method of claim 1 wherein the factors include investment and macroeconomic factors.

1 6. The method of claim 5 wherein the investment and macroeconomic factors include one or  
2 more of:

3 (a) share prices of peer companies;  
4 (b) level of one or more stock index;  
5 (c) interest rates;  
6 (d) GDP growth rate;  
7 (e) consumer confidence levels;  
8 (f) third party forecasts; and  
9 (g) key relevant currency exchange rates and futures.

1 7. The method of claim 1 further comprising the steps of:

2 (a1) selecting a subset of the data received; and  
3 (a2) dynamically sampling the selected data.

1 8. The method of claim 1 wherein the step (a) is performed at a database, data warehouse, or  
2 datamart.

1 9. The method of claim 1 wherein the step (b) is performed though the use of a statistical  
2 factoring method.

1       10. The method of claim 1 wherein the step (b) is performed though the use of linear  
2       regression analysis.

1       11. The method of claim 1 wherein the step (b) is performed though the use of non-linear  
2       regression analysis.

1       12. The method of claim 1 wherein the step (b) is performed though the use of binomial  
2       analysis.

1       13. The method of claim 1 wherein the step (b) is performed though the use of fractal  
2       dimensional analysis.

1       14. The method of claim 1 further comprising the step (e) of periodically repeating the steps  
2       (a) - (d) to reduce volatility of the company's share price.

035820.0001  
1  
2  
3  
4  
5  
6  
7  
8  
9